

TV & VIDEO AUDIENCE MEASUREMENT



“Never before in the history of modern communications have there been so many fundamental shifts in the distribution and measurement of media. With the development of video streaming and proliferation of digital devices, TV and video consumption is evolving rapidly. Staying ahead of the curve can be daunting for both brands and channel operators.

GfK continually innovates to develop advanced technology to bring a fragmented market into greater focus. Across the world, our experts turn research into smart business decisions. Here are a few examples:

- In Saudi Arabia, we introduced the first ever electronic TV audience measurement system.
- In Australia, our radio ratings survey covers more than 60,000 listeners.
- In Brazil we work with four of the leading TV stations to measure the consumer viewing behavior.

Anywhere in the world, we are able to build consumer panels and drive insight through data, making market research work harder. Read more about how we can turn research into real business opportunities for you.”



Stefan Raum
Global Head
GfK Audience Measurement & Insights

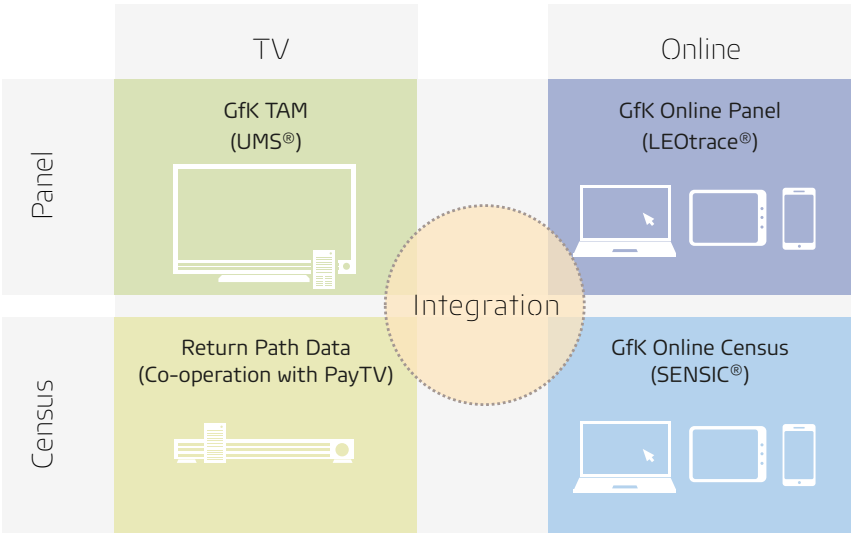


MEDIA RESEARCH AT GfK

Consumers can access content anytime, anywhere; from a smartphone on their daily commute to their PCs at home. This fractured landscape has made it increasingly difficult for marketers and media owners to capture viewing patterns. That's where we can help.

Around the world, we measure the audiences of any medium across many platforms. Our data is used to understand consumer preferences and engagement with TV, print, radio, digital, mobile, out-of-home and social media content.

The data we create is a trusted and independent trading currency. We help **media owners** to understand consumers' TV and video viewing behavior, enabling owners to optimize programing and sell advertising space more efficiently to increase revenue. **Agencies** benefit from working with us too. We help them to measure more accurately target audiences' TV and video viewing habits across all devices, so that agencies can make informed decisions, optimize media buying and ensure a higher return on investment.



A mixture of data sources are required for a total picture



OUR "TOTAL VIDEO AUDIENCE" APPROACH

With the development of video streaming and the proliferation of devices, TV audience measurement has become more and more complex.

Yet the majority of viewing still occurs at home, on TVs. With our advanced and transparent system we monitor the viewing behavior of our panelists, including **terrestrial, cable, IPTV and satellite sources**. By measuring both **live** and **time-shifted** viewing, we capture the long tail of consumption and gain a more robust view of opportunity to see (OTS).

To give this measurement even more depth, we collect extremely large volumes of set-top box viewing data and return path data (RPD). This ensures robust ratings even for niche programs. Reflecting consumers' changing behavior, we measure online video viewing on all existing devices – from PCs to tablets – with our tracking agents. Given the range of requirements, our measurement program is modular and flexible: designed to meet your specific needs.



THE MOST INNOVATIVE TECHNOLOGY

Our people meter solution uses **audio-matching** technology to ensure measurement is complete and comprehensive down to the second. The panel records viewing on all TVs and all connected equipment, such as DVDs and video game consoles, in the household. It captures information for each household member and even offers the ability to register guests.

The audio-matching technology captures the signals recorded through the people meter system. These signals are then matched with broadcasted programs. This ensures reliable channel and content identification in a completely independent and transparent way, avoiding any bias toward channels and content.

We also add **watermarks** to audio or video signals of TV channels pre-broadcast as part of our electronic media research. Undetectable to the human ear, they store additional data such as channel and time information, which our meter in the panel household extracts. We use this technique as a robust complement for channel identification.



THE LONG TAIL OF TV VIEWING

People meters capture live TV and time-shifted viewing. But for a total video measurement, you need to look at the long tail of TV viewing. Our advanced technology captures RPD, while our SENSIC Stream platform collects user interactions with media players on mobile

devices and PCs. This event-based approach, with its “heartbeat technology” that measures duration of view, is designed to record all relevant user actions during all phases of video interaction.



ESTABLISHMENT SURVEY AND PANEL SET UP

A high-quality panel is key to reliable and transparent TV audience measurement. The panel needs to be recruited, trained and equipped. At the start of this process we conduct establishment surveys to obtain accurate figures about the population in your market in terms of demography, household compositions and television equipment.

Our rigorous approach helps us create the highest quality panels, making the data more valuable and actionable for you. A dedicated team of expert technicians supports panelists with people meter and tracking agent installation, training and data quality control.



ATTRIBUTING AUDIENCES TO EVENTS: WHO IS WATCHING WHAT AND WHEN?

Tracking **who's** watching **what** and **when** is easy enough with traditional people meters. But our audience attribution techniques go further. Users have multiple devices. Devices have multiple users. We have developed techniques that allow you to observe the complex viewing patterns that arise as users move across devices – from TV to tablet to set-top box and every device in between.

We've developed a series of processes to clean, truncate, ascribe and profile the measured and tagged viewing events to offer you an even more in-depth understanding of the viewers.



DATA REPORTING AND QUALITY

Delivery

We offer you a flexible and dynamic set of solutions for data production, reporting and media planning that enable the detailed analysis of TV consumption data. Our software allows valuations from different perspectives to cater to your unique needs.

Data quality and privacy

Our TV and video measurement services are guided by transparent global standards to ensure data protection and quality.

We also continuously monitor panels and equipment, as well as ratings, to offer you the highest quality audience measurement.

Finally, we work with auditors and certification bodies in the areas of media research and database convergence.

CONTACT US



Dominique Vancraeynest

Product Head & Business Development TAM
dominique.vancraeynest@gfk.com



Rolf Mueller

Director Business Development TAM
rolf.mueller@gfk.com

OR visit

www.gfk.com/solutions/audience-measurement-and-insights



About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

www.gfk.com

GfK. Growth from Knowledge



TV & VIDEO AUDIENCE
MEASUREMENT